



# RUBRIC: HERITAGE COUNCIL

Live Performance at State Championship  
Team Event  
ONE TEAM TITLE PER SCHOOL ALLOWED TO APPLY

Each community is unique and different. The Kentucky Heritage Council's Main Street Program invites you to show case your downtown and tell the story of what makes your Main Street GREAT. This project will require you to meet with community members, business owners, Main Street Director and more - to research and really find out what is within your downtown. You have the exciting opportunity to tell the story of your hometown through video. What's happening on your Main Street? First and second place will be recognized at the State Championship Awards.

### What the STLP Coordinator/Coach should do:

View <http://heritage.ky.gov/>

Contact Kentucky Main Street Coordinator  
<http://heritage.ky.gov/mainstreet/>  
<http://heritage.ky.gov/mainstreet/kymschallenge.htm>

Share the rubric with student  
Determine the best work to represent your school  
Assist student with questions; make suggestions on quality of work

### What the student should do:

Decide a topic for the video or advertising campaign materials  
*"A Day in the Life on Main Street (insert town name)"*  
or  
*"Shop Local, Shop Main Street"*  
Partner with local Main Street Manager, Tourism Director, and/or Chamber Executive, etc.  
Your downtown business owners are **great** partners. Show off what's happening in your downtown.

Respect intellectual property of others, follow all copyright rules  
Have the project completed on time and be ready for the presentation

STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
<b>COPYRIGHT</b>	Intellectual property is respected; Copyright rules are followed for text, audio, and video; All are school appropriate;	0 5 10
<b>CREDITS</b>	Any music and/or resources are documented and credited properly	0 1 2 3 4 5
<b>CREATIVITY/ORIGINALITY</b>	Original, creative and coherent	1 2 3 4 5
<b>PRODUCTION QUALITY</b>	Clear purpose and audience; appealing;	1 2 3 4 5
<b>POST PRODUCTION</b>	Editing is evident in final product with good text/ audio/ images	1 2 3 4 5
<b>PERSUASIVE MATERIALS</b>	Materials enhance the presentation, video or campaign	1 2 3 4 5
<b>CONTENT</b>	Content shows research and accuracy	1 2 3 4 5
<b>PROMOTION</b>	Product reflects good research and promotion of downtown	1 2 3 4 5
<b>COMMUNITY AWARENESS</b>	The team lists any persons whom they have worked with in the community	1 2 3 4 5
<b>PRESENTATION</b>	Students present work	1 2 3 4 5 6 7 8 9 10
	<b>TOTAL SCORE OUT OF 60:</b>	